



Increasing Access & Reducing Barriers at BC Farmers' Markets

This document was created from a series of group work with Farmers' Market Nutrition Coupon Program (FMNCP) community partners and farmers' markets. These are only suggestions for people to consider adopting if they suit their needs and capacity.

Transportation - it's difficult to get to the market and home



- Organize volunteer drivers
- Pair up seniors with younger FMNCP participants to go to the market together, share knowledge and resources
- Setup a closed ride share group on Facebook to connect those who can give rides to those who need them

Mobility - it's difficult to navigate the market

- Ensure strollers, walkers, wheelchairs etc can navigate market space
- Offer those with mobility issues the opportunity to request assistance from the market
- Offer to help carry bags back to vehicles or bus stops
- Offer child minding and rest areas at markets
- Allow pre-orders for pick up at the market

Language - I am not fluent in English



- Show customers how to use translation apps on their smart phone
- Recruit multilingual market staff and volunteers
- Collaborate with community groups who can support the translation of materials, signs and product sheets
- Use big, clear signs with pricing and product information



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Cultural diversity - I don't feel represented at the market

- Setup demos of cultural foods that includes tastings and recipes
- Celebrate a variety of cultural events, and celebrations
- Include multi-cultural entertainment
- Offer resources and support new comers
- Ask customers what type of cultural foods they would like to buy and recruit vendors

Food literacy - I don't feel confident preparing, cooking and using some foods



- Collaborate with farms and partners to offer field trips to local farms
- Share resources between markets and community partners
- Offer recipes, food preparation and storage tips
- Host cooking demos at the market, focusing on low-cost recipes
- Introduce unfamiliar produce using samples
- Educate about broader food security and food systems
- Celebrate market shoppers as food system heroes for eating local
- Offer food related activities for kids at the market

Social anxiety - I am overwhelmed in such a busy place

- Suggest the best times to shop at the market for fewer crowds
- Offer quiet spaces where people can go to get out of the crowds
- Have volunteers or staff to greet people as they enter the market